Our community role

Aurora Medical Center Manitowoc County is located on the beautiful shores of Lake Michigan, halfway between downtown Manitowoc and downtown Two Rivers. Our caregivers apply their knowledge, skills, time and charitable resources to respond to community health needs and create a healthier Manitowoc County.
Assessing community health status – an ongoing commitment

Improving the health of our communities begins with assessing community health status. Since 2003, Aurora has underwritten a community health survey of our service area every three years, conducted in partnership with the Manitowoc County Health Department. This helps them to focus their resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health needs in a coordinated fashion.

During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy, which you can find by visiting Aurora.org/CommBenefits. Please note that you are invited to submit comments on the CHNA report.

In this 2013 Community Benefit Report, we present a few highlights from the past year, organized around our three priorities.

Priority #1:
Access and coverage for persons in our community with disproportionate unmet health needs

1. Enrollment in affordable and/or subsidized health care insurance

Aurora Health Care launched an integrated system-wide enrollment strategy in 2013 to help uninsured persons obtain health insurance coverage through the Health Insurance Marketplace. Through this approach, several of Aurora’s financial assistance advocates:

- Were trained to become certified application counselors at their respective facilities
- Joined with Aurora Family Service Public Benefits team to implement and staff 59 patient/community events in their respective communities

Aurora’s comprehensive enrollment strategy continues in 2014 and also includes a toll-free hotline.

2. Support for free clinics

The Community Clinics of Manitowoc County (CCMC) opened its doors to its first client on October 1, 2013. We were a key partner in this effort along with Holy Family Memorial, the Manitowoc County Health Department, Northeast Wisconsin Area Health Education Center and others. The clinic is open Tuesdays, Wednesdays, and Thursdays from 8 a.m. to 5 p.m. and provides primary care for uninsured and underinsured individuals and families. As of February 2014, the clinic has served more than 120 community members.

The mission to improve access to health care for underserved members of our community underscored the spirit of collaboration between competing health care systems working together, along with other key community organizations, to make the clinic a reality. The Community Clinics of Manitowoc County earned the Cooperation Award presented by The Chamber of Manitowoc County at its 97th annual awards dinner in February 2014, with close to 500 community partners in attendance.

Our caregivers also extended their reach by donating their time to provide basic medical care to patients at the Salvation Army Free Clinic. We supported the invaluable work of the volunteer physicians and clinicians at the clinic who referred patients for diagnostic imaging services by accepting clinic vouchers and providing services at no cost to the patient.

We continued to support the Touched Twice Free Clinic by providing physicians, clinicians and supplies to evaluate and treat patients. The clinic served over 300 community members in 2013.
Priority #2:  
Build links between our clinical services and the local health department community health improvement plan (CHIP)

Nutrition, physical activity and overweight/obesity

To support the Healthiest Manitowoc County priority around physical activity and healthy nutrition for all ages, we actively participated in numerous community initiatives in 2013, by:

- Providing on-site running clinics to prevent sports injuries among first-time exercisers who participate in community-building programs we sponsor, including Couch-to-5K, a 10-week program to get anyone ready to successfully complete a 5K run, and Monster Dash, a 5K run/walk for all age groups, held each fall in Two Rivers. In 2013, our licensed athletic trainers provided over 1,500 hours of training to community members.

- Partnering with the Y to bring Kid Shape 2.0 to Manitowoc County. Kid Shape 2.0 is a six-week community-based program for children and their families who are overweight or obese. The program includes instruction and activities related to healthy eating, physical activity and behavior modification. The program was launched in April 2014.

- Continuing to support the development of local farm-to-fork systems within our county. In 2013, our hospital’s financial support helped FoodShare Wisconsin to be used at our local farmers market so members of the community could purchase fresh foods like tomatoes, apples, strawberries, cucumbers and beans. 90% of those utilizing FoodShare Wisconsin to purchase these items at the farmers market were women with children under the age of 18.

- Continuing to subsidize the Two Rivers Meals-on-Wheels program. This program provided over 10,755 meals to Manitowoc County residents age 65 and older.
Priority #3: 
Address the underlying causes of persistent health problems

Helping frail elderly
To reduce hospital admissions for the frail elderly, and to support those who provide in-home care for the frail elderly, we collaborate with area skilled nursing facilities to maintain the success of the Acute Care for the Elderly (ACE) program launched in 2011 to ensure the most effective and least stressful ways to treat nursing home residents experiencing changes in their health status. Other senior outreach initiatives in 2013 included:

- Facilitating the Aging and Disability Resource Center’s Steppin’ On program, a seven-week workshop to help persons 65 years and older prevent falls. The workshop covered topics including: Falls and Risk, Strength and Balance Exercise, Safe Footwear and Walking, Vision and Falls, Home and Community Safety, Medication Review and Management, Bone Health, and Coping after a Fall. In total, 12 community members participated in the program.

- Providing a RN who taught two six-week programs, Taking Care of You: Powerful Tools for Caregivers to 20 individuals who provide in-home personal care for a loved one.

Raising awareness about the benefits of breastfeeding
With more than 400 newborn deliveries, our hospital continued to support the Community Partnership for Children of Manitowoc County by offering:

- A free online breastfeeding education program

- This Side Up, a safe-sleep program to create awareness for new parents and caregivers

- A dedicated pre- and post-natal RN coordinator to coach our new mothers

- Free and on-going lactation classes at The Crossing

- A content expert to actively participate in the Breastfeeding Coalition of Manitowoc County
Every gift can change a life

During 2013, as part of a patient service area in Manitowoc County, a total of 181 AMCMC caregivers pledged $20,520 to the Aurora Partnership Campaign in support of the not-for-profit agencies, organizations and causes in our community that are most important to them. The campaign offers more than 1,600 funds that include more than 300 Aurora funds, local United Way agencies, and other not-for-profit organizations responding to important community needs.

Aurora Medical Center in Manitowoc County 2013 Community Benefits

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$605,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$3,551,000¹</td>
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<tr>
<td>Other means-tested programs at cost*</td>
<td>$56,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>$4,212,000</td>
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<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$363,030</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$592,163</td>
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<tr>
<td>Subsidized health services (clinics)</td>
<td>$34,250</td>
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<tr>
<td>Cash and in-kind contributions for community benefit</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>$1,347,558</td>
</tr>
<tr>
<td><strong>Total 2013 community benefits</strong></td>
<td>$5,559,558²</td>
</tr>
</tbody>
</table>

¹Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.
²Unlikely some community benefit reports that include additional categories as community benefits, Aurora Health Care has elected to exclude Medicare shortfalls and bad-debt expenses from the community benefit calculations. However, when Medicare shortfalls are added, Aurora Medical Center in Manitowoc County total benefit to the community is $9,039,558.

To learn how you can make a gift to support programs featured in this report, please visit Aurora.org/Foundation